MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BMR 2024 – UNDERSTANDING CONSUMERS

(All sections / Groups)

8 October 2015
2.30pm-4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 6 Questions only.

2. Attempt any **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Short Essay
Answer any **FIVE (5)** questions

Question 1

a) In terms of expectations, explain when is a customer not satisfied, satisfied, and delighted. (8 Marks)

b) Pre-purchase search will vary according to different buying situation. Discuss by using examples any FOUR (4) factors that are likely to increase pre-purchase search with regards to a product or service. (12 Marks)

(Total: 20 Marks)

Question 2

Consumers' possessions can confirm or extend their self image. Explain with example any four (4) ways in which possessions can extend the self. (20 Marks)

Question 3

Consumers stereotype because it makes the processing of sensory input quicker and easier. Identify the four (4) prominent reasons behind stereotyping and provide an example of each from marketing perspective. (20 Marks)

Question 4

a) As a marketing manager, you would like to update the existing product packaging design without losing the recognition of loyal customers. Explain any three (3) reasons why marketers need to determine the just *noticeable difference (JND)* in updating the existing product's packaging. (10 Marks)

b) Define and give one example of each of the following:
   i. Product line extension
   ii. Product form extension (10 Marks)

(Total: 20 Marks)

Question 5

A computer company has hired you to analyze their websites visit. Explain any FIVE (5) of the nine metrics used to analyze websites' visits. (20Marks)

Continue....

Question 6

a) Provide an example of a ritual artifact and explain any three (3) reasons why ritual artifacts are important to marketers. (8 Marks)

b) Consumers are frequently presented with incomplete information. Identify four (4) strategies that consumers can adopt for coping with missing information. (12Marks)

(Total: 20 Marks)

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